

11/11/23

Residential; 'NR' for Non-residential; ³Use participants level as 'SL' for Senior Level; 'ML' for Middle Level; 'JL' for Junior Level)

Name of the Program: 1. "Communication and Persuasion in the Digital Age"

Introduction: Even when the world faced the lockdown, one aspect that everyone explored was to communicate effectively. Although social media and various digital platforms had been a part of our life, the concept of communicating through these platforms became omnipresent. The art of communicating as well as persuasion needs exploration when practiced on the digital platform along with face-to-face communication. This course concentrates on the concept of communication and persuading through the various social media platforms and face-to-face interaction.

Course Objectives: The specific learning outcomes from the course are:

- To employ persuasive skills in inter and intra-organizational communication
- To inspire others to carry out your vision
- To build consensus and win support

Day	Session-1	Session-2	Session-3	Session-4
1	Introduction to effective Communication	The science of Persuasion	New way to Persuade	New way to Persuade
2	The Power of Talk	The Power of Talk	The Art of Persuasion	The Art of Persuasion
3	Persuade with Silence?	Is Silence killing the persuasion?	Effective Speaking to Persuade	Authentic Speaking for Persuasion
4	Story telling: An art to persuade	Effective "Telling Tale"	Persuade onto a Brilliant Idea	Persuade onto a Brilliant idea.
5	Leadership and Persuasion	Leadership and Persuasion	Stress and Persuasion	Stress and Persuasion